

Rebecca King Ferraro



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Career Statement

A former professional ballet dancer, now working in the digital marketing and social networking field. Established Rebecca King Ferraro Digital Marketing Management firm in 2012 to help small businesses advance and achieve their marketing goals. Offers a wide variety of services including website design and management, email marketing, marketing plans, social media management, graphic design, video production, press release copy, and podcast consulting.

Rebecca King Ferraro Digital Marketing Management

- rebeccaferraro.com
- In 2012, founded digital marketing management company. Rebecca King Ferraro Digital Marketing Management (RKF) offers various services to help small business establish or enhance their online presence including website design and digital marketing consulting. In addition to digital marketing services, RKF establishes social networking accounts or takes over existing accounts including: Facebook, Instagram, Twitter, WordPress, Squarespace, Tumblr, YouTube, LinkedIn, and more.

Ballet Career

- Miami City Ballet dancer: 2005 - 2017
- Company Dancer Representative (Equivalent to Union Representative) June 2011- 2016.

Skills

Proficient in:

- WordPress
- Squarespace
- Macintosh operating system
- Microsoft Word
- Microsoft Powerpoint
- Microsoft Excel
- Mailchimp
- Constant Contact
- Adobe Photoshop and Lightroom
- iMovie
- Garageband
- 8 years social media experience.
- Extensive experience using multiple Social Networking platforms including: Twitter, Facebook, Instagram, Tumblr, Flickr, YouTube, Google +, Pinterest, and LinkedIn.

Letters of recommendation available upon request.

Personal Endeavors

Rebecca King Ferraro Digital Marketing Management

July 2012-Present

- Rebeccaferraro.com



- List of clients: rebeccaferraro.com/clients
- Current client's Instagram accounts:
 - Stuart Air Show: @stuartairshow
 - Dimensions Dance Theatre of Miami: @dimensionsdancemia
 - The Irish Dance Podcast: @irishdancepodcast
 - Conversations on Dance: @conversationsondance
- Current website clients:
 - stuartairshow.com
 - theirishdancepodcast.com
 - janesdanceboutique.com
 - bluelarkcreations.com
 - acuityhomewatch.com
 - conversationsondancepod.com

For more on our clients visit rebeccaferraro.com/clients

For more on Rebecca King Ferraro Digital Marketing Management
rebeccaferraro.com

The “Conversations On Dance” podcast

June 2016-Present

- conversationsondancepod.com
- “COD” is the leading podcast in the dance world with over 60,000 listeners per month welcoming some of the dance world’s most famous artists.
- We have conducted live events and live podcast recordings at The Kennedy Center, San Francisco Ballet, and the Vail Dance Festival.
- Our Instagram account has over 6,000 followers, and our personal accounts bolster that number by an additional 19,000.
- Recent posts to our Facebook account, have exceeding 8,000 views.
- I design and maintain WordPress website, conversationsondancepod.com
- COD has achieved significant publicity: <http://conversationsondancepod.com/media/>

Extensive Personal Blog Experience

June 2010-2016

- tendusunderapalmtree.com
- In this blog, readers can follow the everyday life of a professional ballet dancer living and working in one of the most glamorous and trendy places in the world, Miami Beach.
- Regularly cited on “[Ballet Alert](#)”.
- In the October 2015 issue of Pointe Magazine, Ms. King was featured in the [Dancer Spotlight](#) section to discuss her blog/social media.
- In June of 2015, [Arburst](#) did a profile of Ms. King and her involvement in social media.
- In July 2013, Rebecca King was interviewed in a [Miami Herald](#) cover story on managing online brands.
- In January 2012, “Tendus Under A Palm Tree” was named the Number One “Dancer Musing Blog” in the Reader’s Choice [Top Dance Blogs of 2011](#).



- TENDUS was quoted in [Dance Magazine](#) in October 2011 on Miami City Ballet's Dance in America: Great Performances Special.
- In December 2010, "Tendus Under A Palm Tree" placed 4th in the Reader's Choice [Top Dance Blogs of 2010](#).
- In July 2010, "Tendus Under A Palm Tree" was named the "Best in Miami-Dade" by [miamidade.com](#).
- "Tendus Under A Palm Tree" is now well-known within the online ballet community.

Directed and Produced Videos

- [Poetic Fusion: Ballet + Poetry](#)
- [The Perfect Fit: Marie Johansson of Freed of London](#)
- [Reaching Out to New Audiences With A Flash Mob](#)
- [Masterpieces from Two Perspectives: Twyla Tharp's In The Upper Room](#)
- [Masterpieces: Passing On George Balanchine's Square Dance](#)
- ["Americans in Paris: Part One"](#) A look behind the scenes of Miami City Ballet's tour to Paris.
- ["Americans in Paris: Part Deux"](#) A series of interviews with Miami City Ballet dancers, including Founding Artistic Director Edward Villella, on the three week Paris tour.
- Publicity: <http://tendusunderapalmtree.com/publicity/>

Miami City Ballet Development Experience

Liaison for Miami City Ballet Development Department June 2015 - April 2017

- Worked directly with Miami City Ballet's Development Department as a liaison between dancers and staff. Served on the Upper Room Committee, a program specially designed to bring young people to the ballet. Attended monthly meetings to develop ideas for the program and find ways to get the dancers more involved.

Miami City Ballet Social Networking Experience

Volunteer for Miami City Ballet Marketing Department October 2011- May 2012

- Worked directly with Miami City Ballet's Marketing Department as a liaison between dancers and staff. Attended weekly meetings to present ideas and coordinated projects directly with the dancers. In addition to the video blogs, content, and guest blogs listed below, the collaboration also produced marketing strategies and promotions.

Authored MCB Blog Content

Developed MCB Blog Content

Directed and Produced Video Blogs

Guest Blogs and Interviews on Behalf of MCB